Implementation and Monitoring Woodsy Owl Social Media Platforms



Project Title	Implementation and Monitoring Woodsy Owl Social Media Platforms	
Summary	Woodsy Owl will turn 50 years in 2021. We will implement the Woodsy Owl Social Media Strategic Plan at the beginning of Summer 2020. The idea is to have strong platforms ready for Woodsy's 50th birthday by developing posts that are engaging and in tune with Woodsy Owl messages and strategic plan.	
Country	United States	

Project Description

Students will have to follow the guidelines established in the Woodsy Owl strategic plan and come up with creative posts to engage followers in conservation practices they can do daily.

In addition, the students will analyze Woodsy's followers preferences and will report back on findings.

Woodsy's social media platform are: Instagram, Twitter and Facebook.

Posts will be developed biweekly and will seek the approval of the project manager.

The posts must have images, graphics or visuals that present Woodsy's message.

Focus on Woodsy's key messages is must. Woodsy Owl messages are Give a Hoot Don't Pollute and Lend a Hand Care for the Land.

The Forest Service will provide access to resources for post developments.

Students will also monitors responses to their posts identifying those posts that have been preferred by Woodsy's followers. This identification will contribute to the improvement of future posts.

Students will also have to meet once a month via phone to go over what's working, what's not, recommendations for improvements, and the like. This will be an hour meeting to touch base on how they are doing and to identify tools needed to better develop the postings.

Students will also participate in the development of activities for Woodsy's social media followers specially in 2021 when it's birthday celebration years begin.

The Forest Service also publishes blogs so the students will have the chance if interested in writing blogs about Woodsy and his work for one of the agency's blogs.

Required Skills or Interests

Skill(s)	
Analytical writing	

Editing and proofreading	
Educational design	
Graphic design	
Marketing	
Research	
Social media management	
Storytelling/blogging/vlogging	
Writing	

Additional Information

I'm looking for creative and analytical minds that are conservation advocates. People who are committed to the conservation of our natural resources wherever they are.

Language Requirements

None